The Society of Women Engineers has given women engineers a unique place and voice within the engineering industry. The 2020 SWE Virtual Career Fair connected over 500 professional and experienced engineers representing all sectors and disciplines of engineering and technology, with top employers such as Apple, Delta, Northrup Grumman and others.
Summary
SWE hosted a Virtual Career Fair for engineers to connect with employers looking to hire. YM Careers provided sales support and marketing strategy to sell employer booths while promoting registration.

Challenges
Hiring niche, qualified talent within engineering and technology can be difficult for employers. Employers don’t have the time, budget or resources to interview as many candidates as they would like.

Results
This was SWE’s most successful virtual event - 66% attendance rate and 120% increase of registered job seekers. Over 31 employers’ booths and 1930+ chats between job seekers and employers

“We super appreciate YM Careers time and efforts into this event. Your work into this has been very appreciated by SWE and our partners. It is so helpful to work with a team that so reliable and quick to jump in whenever.”

Sinead Gaffney, Senior Specialist
Strategic Partnerships, Society of Women Engineers

About SWE
The Society of Women Engineers is centered around a passion for members’ success and continues to evolve with the challenges and opportunities reflected in today’s exciting engineering and technology specialties.

Learn more at ymcareers.com

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